

## **Call for Papers**

### **A special issue of *Advertising & Society Quarterly* Photography / Advertising / Magazines**

**Guest editor: Tal-Or Ben-Choreen (Art Gallery of Ontario)**

In the late-nineteenth and early-twentieth centuries, many photographers built their reputations and careers through their work in advertising photography. This relationship flourished during the magazine boom of the 1920s to the 1950s, which created a robust job market for photographers contributing to both advertising and editorial pages.

As photographic history gained greater prominence in higher education and museums during the late twentieth century, a long-standing division persisted: photography as art and photography as commerce. This disciplinary distinction was not reflective of photographers' practices which often blended personal and commercial work. Indeed, many photographers relied upon commissions to sustain their photography practices, leveraging commercial work to sustain or undertake ambitious creative projects.

For this special issue of *Advertising & Society Quarterly* (ASQ), we invite original essays that examine all aspects of photography's relationship to advertising. We are interested in reflections on photographers active in advertising, the role of professional networks in shaping photographic production, case studies of advertising campaigns, analyses of photographic ad placement, and investigations into stylistic shifts within advertising photography. Broadly defined, advertising is understood as the promotion and marketing of ideas and viewpoints, disseminated through the public sphere. Accordingly, we also welcome studies that address photography featured in trade publications, industry journals, and union magazines.

For full-length contributions (5000–7000 words), potential areas of inquiry include but are not limited to the following:

- The use of photography in advertising;
- Photography in advertising as a political or ideological tool;
- Intersections between advertising photography and artistic practices;
- Analyses of the placement, display, and circulation of photographic advertisements, including photography of advertisements;
- Photography as a record of advertisements in the public sphere, including shop displays, posters, billboards, neon signs, digital displays, and more;

- Histories of advertising photography as shaped by social and professional networks, including educators, editors, art directors, and agencies;
- The objecthood of advertising photographs and related technological developments in production and reproduction; and
- Shifts or trends in the conceptualization and function of advertising photography across different periods or contexts.

In addition to full-length scholarly essays, we welcome brief entries (1000–2000 words) on the following topics and formats:

- Reviews of recent scholarship related to advertising photography;
- Reviews of exhibitions that engage with advertising photography;
- Descriptions of or reports on relevant archival holdings, collections, or repositories; and
- Interviews with photographers who are currently working in—or have worked in—the advertising industry (1000–5000 words).

### Applications

Initial proposals are due by **Friday, August 1, 2025** and should include the following:

- For original articles to be submitted for peer review, please include a tentative title, a short abstract (500 words), and biographical information (250 words). A single illustration may be embedded into the abstract file.
- For submissions for brief entries submit an abstract (250 words) and biographical information (250 words).

Authors of selected projects will be notified by **Tuesday, September 2, 2025**. Complete article submissions must be submitted within three months of notification.

Although the journal is based in the United States, we encourage and publish articles on advertising anywhere in the world. The journal accepts articles using qualitative and/or quantitative methods. All methods should be explained thoroughly for a general academic reader.

The suggested length for article submissions is approximately 5000–7500 words (roughly 20–30 double-spaced pages), but longer pieces are accepted as well. The manuscript should be a Word document following the Chicago Manual of Style's

humanities style. All video material should be submitted as MPEG files and all images should be submitted in JPEG format.

Submissions for the brief entries section can range from 1000–2000 words. Interviews can be submitted between 1000–5000 words and can be submitted as audio or video files.

Please use this portal <https://asq.manuscriptmanager.net> to submit your manuscript. To get started, you should create a free account or log in to your existing Manuscript Manager account.

All original research articles are subjected to peer review. Only those that meet rigorous standards of peer review and contribute significantly to scholarly knowledge about advertising and its context are published in *ASQ*.

For inquiries and submissions related to this call for papers, please contact special section editor Tal-Or Ben-Choreen ([tal-or.ben-choreen@ago.ca](mailto:tal-or.ben-choreen@ago.ca)). For other inquiries, please contact co-editor Edward Timke ([timkeedw@msu.edu](mailto:timkeedw@msu.edu)).